



VIII CINCCI

Londrina, 11 to 14 April, 2023

International Colloquium on Commerce and the City
TERTIARY, VIRTUALITIES AND TERRITORIAL DYNAMICS:
symbiosis between physical space and virtual space

State University of Londrina (UEL) and State University of Maringá (UEM)
LabCom - Laboratory of Commerce and City, College of Architecture and Urbanism, University of São Paulo.

We announce the VIII CinCci - International Colloquium on Commerce and the City to be held in April, 11 to 14, 2023, at the State University of Londrina-PR, with support from the State University of Maringá and from Associated UEM / UEL Graduate Program in Architecture and Urbanism (PPU).

OBJECTIVE

The aim of the VIII Colloquium is to gather researchers, professionals and students to discuss the tertiary activities (commerce, services and tourism) and their relationship with the territory, given the new challenges imposed by changes in the communication technologies, advances in artificial intelligence and the internet of things.

CINCCI conferences have been held since 2005. Created in the scope of the Faculty of Architecture and Urbanism at USP, in the Laboratory of Commerce and City - LABCOM, Cincici is the only national conference to deal with the relationship between commerce, services and the city in the field of Architecture and Urbanism. The relevance of studies on tertiary activities and the city is manifested, fundamentally, by the function of supply, distribution and consumption of goods and services, by the urban vitality that they promote and by the strengthening of human relations by providing and encouraging the encounters, so desired and valued.

The CINCCI's have brought together researchers from several public and private universities who are dedicated to the study of this topic, opening opportunities for graduate and undergraduate students, always aiming at participation of professionals in this area of knowledge in order to bring academia closer to society. The transdisciplinary character that involves the "commerce and city" colloquiums is evidenced by the increasing participation of researchers and speakers from other areas of knowledge such as geography, tourism, economics, anthropology, urban history, design, administration and marketing, among others. The colloquium has already been held in São Paulo, Uberlândia, Porto Alegre and

virtually from Fortaleza, and has received support from institutions such as FAPESP, CNPQ, CAPES, SEBRAE, from the host universities of the conference and from the other universities of origin of the organizing committee.

The proceedings of previous colloquiums and the e-book '*Tertiary, architecture and the city in the digital age: permanence and transformation*' are available for free access on the LABCOM website: www.labcom.fau.usp.br, and also on the website: www.comercioecidade.com.

MAIN TOPICS

TERTIARY, VIRTUALITIES AND TERRITORIAL DYNAMICS:

symbiosis between physical space and virtual space

Consumption practices of tangible and intangible goods and services are in the scope of tertiary activities, whose primacy, in the current stage of capitalism, has challenged the understanding of the various socio-spatial transformations that have been taking place, with territorial impacts yet to be absorbed and unveiled. The very fragments of the city and its image have become highly valued goods, boosted by advances in the field of digital technologies and innovations in commerce and services, including tourism. The advent of virtuality brings new contours and challenges to the dialectical relationship between consumption and the city in the 21st century. The virtual is not opposed to the real, but deals with a detachment from the "here and now" providing new speeds and a different relationship with time and space. Encounters and exchanges are no longer essentially physical and face-to-face, but also virtual, generating new possibilities for social relationships. These facts impose multiple perspectives and empirical, theoretical and interpretive contributions to old and new issues in the field of Urban and Regional Planning, Architecture and Urbanism, Design and related areas.

In this context, we invite the academic community to discuss this theme by submitting works to advance the discussion of the tertiary (commerce, services and tourism) and its strategies where the digital and the virtual compete for space and coexist with the real, transforming "the structure, process, function and form" of/in space, resulting in different multiscale territorial dynamics.

Topics of interest include: (but are not limited to)

1. SOCIAL, CULTURAL, ARTISTIC AND VIRTUAL ASPECTS OF THE TERTIARY: culture and consumption, exchange, material culture; consumer, consumption and consumerism; urban art and heritage consumption, consumption and entertainment, ethics and citizenship.

2. TERTIARY, PLANNING, INTERVENTION AND URBAN MANAGEMENT: urban policies, management and planning; commercial urbanism; requalification policies, urban resilience, real estate market; networks and flows, urban dynamics; 24-hour cities, centers and centralities, creative cities, spatial analysis of the tertiary, urban and configurational models, geomarketing, locational theories, commerce and informal services (ambulant); intersection between the tertiary and other socio-spatial dynamics.

3. ARCHITECTURE AND SUPPLY AND CONSUMPTION SPACES: retail spaces and urban insertion; architectural typologies of commerce and services: public markets, department stores, commercial galleries; franchises; shopping malls, outlets, flagship stores; Shops; pop centers,

"*camelódromos*", business centers, co-working spaces, multipurpose/multifunctional complexes, recreation and leisure centers; museums; exhibition and event centers, hotels, resorts, among others.

4. CITY, ARCHITECTURE AND DESIGN AS SIGNS OF CONSUMPTION: city marketing, urban landscape and outdoor media; urban communication, branding, showroom; promotional architecture at trade fairs and exhibitions; pop-up stores, showcases, visual merchandising; web pages; advertising, digital marketing.

5. TOURISM, PRODUCTION AND CONSUMPTION OF THE PLACE: tourism and urbanization; tourism and real estate market; consumption of places; tourism and urban centers; tourism and urban requalification; tourism and heritage; urban tourism; virtual tourism (including discussion of the impacts of the Covid-19 pandemic); mega-events; events and public space; tourism segmentation (shopping, business, cultural, etc.); tourism and architecture; thematic architecture; attractions, services and tourist infrastructure; hospitality, travel, tourism and leisure; experience tourism, community tourism.

6. TERTIARY TERRITORIAL LOGISTICS: urban and regional flows, food supply; distribution and storage centers; management centers; Black stores; Dark kitchens, cargo transport and distribution modes; port logistics; new urban hierarchies and new centralities; mobility and transport; product distribution, e-commerce, online services, app services and social media; automation and technology; smart cities.

PAPERS SUBMISSION

Papers will be accepted in English, Portuguese and Spanish, according to the template available at www.comerciocidade.com, and must be submitted in full paper format, based on research projects, extension projects, theses, dissertations, and/or technical papers.

Papers should include: (1) abstract with a maximum of 150 words; (2) between 3 and 5 keywords; (3) introduction containing the identification of the problem to be investigated, objectives and methodology; (4) development of the work and main results; (5) references.

Papers should be sent to the e-mail labcom@usp.br, in a docx file with no more than 3MB, they may not exceed 30,000 characters (without spaces), and must be properly identified with the name (authorship), institution of origin, e-mail, indicating the chosen topic. When submitting the paper, the main author must fill out a Google Form, available on the colloquium's website (registrations tab), informing the authors' and institution's registration data.

Each paper should have a maximum of three authors. When there are more than three authors, the participation of each one in the project and/or in the elaboration of the text must be explained. Works with multiple authors (or groups) must have at least one of them registered for the Colloquium; the same author can be responsible for up to 2 (two) work presentations; in case the same group presents more than one work, the first author must always observe the minimum category 'Graduate Student'. Accepted papers will be published in the Proceedings, as long as they are registered.

UNDERGRADUATE POSTERS

The poster exhibition is a modality aimed at undergraduate students, to stimulate their production and encourage new researchers in the theme of the Colloquium. The works may originate from Scientific Initiation research, course work or Undergraduate Conclusion Work linked to the themes of the conference and registered together with the advisor professor.

Submissions will be based on an abstract to be sent to Prof. Clarice Maraschin, at clarice.maraschin@ufrgs.br, according to the template available at www.comercioecidade.com.

The abstracts will be selected by the General Coordination; accepted abstracts will be published in the Proceedings, upon registration at the Colloquium. The deadline for sending abstracts, posters and registration is listed in the Colloquium schedule.

Participating undergraduate students must bring a printed poster (according to the poster template) on the first day of the conference to be included in the poster exhibition, and participate in moments of dialogue about the research/work carried out.

VI PHOTO COMPETITION

The VI Photo Competition is a cultural activity that takes place during the VIII CinCCi, with the theme: **THE PLACE OF EXCHANGE AND THE MARKET IMAGE**.

The competition aims to encourage a reflective look at the practices of exchange, commerce and consumption, through photographic images. It is aimed at all those lovers and interested in photography. Each participant can compete with up to 02 images, regardless of their registration in the Colloquium.

The images must be sent to Prof. Roberto de Almeida Bottura, in digital format (JPG) with a minimum resolution of 300 dpi, including a title of no more than 10 words, to the e-mail roberto.bottura@uft.edu.br.

The file must contain the name, address and profession of the author. Sending images implies acceptance of the conditions and regulations of the contest, available on the conference's website. The images will be displayed during the VIII CinCCi without author identification. The definition of the three best images will be made by the participants registered in the Colloquium. The three images that receive the highest total score, according to the regulations, will be the winners. Each author will receive a certificate of participation and the winners will receive award certificates.

AUCTION OF BOOKS

Aiming at disseminating intellectual and artistic productions in the area and providing greater interaction between participants in addition to the exchange of ideas, the VIII CinCCi will hold the sixth edition of the "AUCTION OF BOOKS", which has always been successful.

Participants will be able to join the activity by donating to the General Coordination, during the Colloquium, books, CDs, theses, dissertations and other publications (old, out of print or recently published). This year the auction will also be able to receive products, photos, engravings, etc., authored by the participants. The Auction character is cultural, to disseminate and promote the consumption of experiences. The acquisition of products by participants will be carried out during the conference through bids (best offer), usually below their market value. The funds obtained from the auction will be used to cover expenses for the Colloquium. If you have questions, contact cincci.2023@gmail.com.

TALKING TO THE AUTHORS

For this activity, we invite all participants of the colloquium who have recently published books (from 2020 onwards) on the main theme, or topics of the Colloquium, to participate in this activity. We request interested authors to contact the Organizing Committee, at cincci.2023@gmail.com, sending the data of their work. The General Coordination will organize a session called Talking to the Authors', respecting the focus of the conference, which will integrate the general program. The works may be sold on site, under the full responsibility of their respective authors.

PRELIMINARY PROGRAMMING

- Will be released soon.

REGISTRATION

- Will be released soon.

KEY DATES

- September 15, 2022- deadline for submission of papers and poster abstracts.
- November 30, 2022 – notification of acceptance for presentation and/or publication in the Proceedings; and the selected abstracts for poster exhibition.
- December 15, 2022- deadline for registration of articles and posters, ensuring their inclusion in the Proceedings and in the Program.
- January 30, 2022 - deadline for submitting images for the Photo Competition and sending the e-mail with information for the book launch in the "Talking to the Authors" session.
- March 1, 2023 – release of the official Program.
- April 11th to 14th, 2023 – Holding of the VIII CinCCi, in Londrina - PR.

Organizing Committee:

Eloisa Rodrigues (DAU-UEL) – General Coordination
Gislaine Elizete Beloto (DAU-UEM) - General Coordination
Heliana Comin Vargas (FAUUSP) – Scientific Committee Coordination
Clarice Maraschin (PROPUR-UFRGS)
Fernando Garrefa (PPGAU-UFU)
Frederico Braidá (FAU| PROAC/ PPGP/PPGCOM-UFJF)
Ricardo Alexandre Paiva (DAUD | PPGAU+D-UFC)
Valéria Ferraz Severini (Anhembi Morumbi University)
Roberto de Almeida Bottura (UFT)

E-mail (questions and general information):

cincci.2023@gmail.com

Partners



Support

